



KSHB-TV

ORDER

Flight Dates **09/06/12-09/10/12**

Contract / Revision **310109 / 9.6-9.10**

Original Date / Revision
09/05/12 09/05/12

Advertiser **Nixon / Democrat / Governor**

Agency **Campaign Group**

Buying Contact

**1600 Locust Street
Philadelphia, PA 19103**

Product

9.6-9.10

Agency Com 15%

Billing Contact

**1600 Locust Street
Philadelphia, PA 19103**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate #

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	20	\$7,650.00	\$9,000.00	0.00	08/27/12	09/10/12	20	\$7,650.00	\$9,000.00
Totals	20	\$7,650.00	\$9,000.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	09/06/12	09/06/12	Today Show Today Show	CM	7-9a	---T---	:30	1	\$525.00	P-2	0.00 NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	---T---		1		\$525.00		0.00				
N 2	KSHB	09/10/12	09/10/12	Today Show Today Show	CM	7-9a	M-----	:30	1	\$425.00	P-2	0.00 NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----		1		\$425.00		0.00				
N 3	KSHB	09/06/12	09/06/12	M-F Late News M-F Late News	CM	10-1035p	---T---	:30	1	\$1,000.00	P-2	0.00 NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	---T---		1		\$1,000.00		0.00				



KSHB-TV

Print Date: 09/05/12

Page 2 of 3

Contract / Revision **310109** Flight Dates **09/06/12-09/10/12**

Hiatus Dates

Original Date / Revision 09/05/12/ 09/05/12

Order Sep 00:20:00

Advertiser **Nixon / Democrat / Govern** Product **9.6-9.10**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 4	KSHB	09/10/12	09/10/12	M-F Late News M-F Late News	CM	10-1035p	M-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----					1	\$700.00		0.00			
N 5	KSHB	09/06/12	09/06/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	---T---	:30	1	\$550.00	P-1	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---T---					1	\$550.00		0.00			
N 6	KSHB	09/10/12	09/10/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	M-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----					1	\$500.00		0.00			
N 7	KSHB	09/06/12	09/06/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	---T---	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---T---					1	\$800.00		0.00			
N 8	KSHB	09/10/12	09/10/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	M-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	M-----					1	\$750.00		0.00			
N 9	KSHB	09/06/12	09/09/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	-----S	:30	1	\$350.00	P-1	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S					1	\$350.00		0.00			
N 10	KSHB	09/06/12	09/09/12	NBC Action News at 6p Sa 6-630p	CM	6-630p	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-					1	\$400.00		0.00			
N 11	KSHB	09/08/12	09/08/12	Sa Today Show Sa Today Show	CM	6-8a	-----S-	:30	1	\$225.00	P-1	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-					1	\$225.00		0.00			
N 12	KSHB	09/08/12	09/08/12	Sa 8-10a Sa 8-10am	CM	8a-10a	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-					1	\$250.00		0.00			
N 13	KSHB	09/06/12	09/09/12	Su Today Show Su Today Show	CM	7-8a	-----S	:30	1	\$275.00	P-1	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S					1	\$275.00		0.00			
N 14	KSHB	09/06/12	09/09/12	Sun 8-9a Sun 8-9a	CM	8-9a	-----S	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S					1	\$225.00		0.00			
N 15	KSHB	09/08/12	09/08/12	Sa Late News Late News Sa	CM	10-1030p	-----S-	:30	1	\$550.00	P-2	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-					1	\$550.00		0.00			
N 16	KSHB	09/06/12	09/06/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	---T---	:30	1	\$325.00	P-2	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	---T---					1	\$325.00		0.00			



KSHB-TV

Print Date: 09/05/12

Page 3 of 3

Contract / Revision **310109** Flight Dates **09/06/12-09/10/12**

Hiatus Dates

Original Date / Revision 09/05/12/ 09/05/12

Order Sep 00:20:00

Advertiser **Nixon / Democrat / Govern** Product **9.6-9.10**

Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 16	KSHB	09/06/12	09/06/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	---T---	:30	1	\$325.00	P-2	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	---T---		1				\$325.00		0.00			
N 17	KSHB	09/10/12	09/10/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	M-----	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----		1				\$200.00		0.00			
N 18	KSHB	09/10/12	09/10/12	M-F 630-7p M-F 630-7p	CM	630-7p	M-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----		1				\$750.00		0.00			
N 19	KSHB	09/07/12	09/10/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M--F--	:30	1	\$100.00	P-2	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--		1				\$100.00		0.00			
Week:		09/10/12	09/16/12	M-----		1				\$100.00		0.00			
Totals														20	\$9,000.00